AMENDMENTS TO THE CLAIMS

1. (currently amended)   A system for transmitting a media object containing content targeted to a user based upon a user profile comprising:

an input port for receiving a media object containing content targeted to a user profile, the media object conforming to a standardized protocol for representing units of aural, visual, or audio content;

and

a transmitting system, connected to the input port which transmits the media object in a programming signal to a user associated with the user profile;

whereupon receiving the media object from the input port, the transmitting system determines the user profile targeted by the media object, identifies a user associated with the user profile, and transmits the media object to the identified user, wherein the targeted media object is part of a program composition comprising multiple media objects presented simultaneously and the targeted media object is targeted separately from at least one other media object in the composition.

2. (original) The system of claim 1, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, purchase behavior, a compilation of viewing habits from at least two users, statistical information, and regional information.

3. (original) The system of claim 2, wherein the user profile is generated by a user profiling system co-located with the transmitting system.

4. (original) The system of claim 1, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

5. (original) The system of claim 1, wherein the programming signal is transmitted by the transmitting system to a receiving system via a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics.

6. (original) The system of claim 1, wherein the media object is received by the input port over a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

7. (original) The system of claim 1, wherein the transmitting system further comprises a wireless system selected from the group consisting of: television broadcasting system, radio broadcasting system, microwave systems, millimeter wave systems, infrared systems, wireless telecommunications system, and a satellite broadcasting system.

8. (original) The system of claim 1, wherein the transmitting system further comprises a wired system utilizing a communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, and closed circuit cable.

9. (original) The system of claim 1, wherein the input port receives the media object via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

10. (original) The system of claim 1, wherein the transmitting system transmits the programming signal to the user via at least one network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

11. (original) The system of claim 10, wherein the programming signal is streamed to the user over the network.

12. (original) The system of claim 1, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

13. (original) The system of claim 1, wherein the transmitting system utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM to transmit the programming signal.

14. (original) The system of claim 1, wherein the programming signal includes at least one media object containing content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, polling question, educational program, non-commercial program, and a pre-recorded program.

15. (original) The system of claim 1, wherein the programming signal includes at least one media object containing advertising related content.

16. (original) The system of claim 1, wherein the transmitting system receives a first media object and second media object from the input port, combines the first media object and the second media object into a composite programming signal and transmits the composite programming signal, whereupon receiving the composite programming signal a receiving system selects one of the first media object and the second media object based upon the user profile.

17. (currently amended) A system for generating a media object containing content targeted to a user profile, wherein the media object is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

a media object creator which generates a media object containing content targeted to a user profile, wherein the generated media object conforms to a standardized protocol for representing units of aural, visual, or audio content; and

an interface, which facilitates the transfer of the media object to a transmitting system, which transmits the media object in a programming signal to a user associated with the user profile;

wherein the media object creator generates a media object, identifies a user profile as a target for the media object, and outputs the media object; whereupon receiving the media object, a transmitting system determines the user profile targeted by the media object and transmits the media object to a user associated with the targeted user profile, and wherein the targeted media

object is part of a program composition comprising multiple media objects presented simultaneously and the targeted media object is targeted separately from at least one other media object in the composition.

18. (original) The system of claim 17, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, purchase behavior, a compilation of viewing habits from at least two users, statistical information, and regional information.

19. (original) The system of claim 18, wherein the user profile is generated by a user profiling system co-located with the media object creator.

20. (original) The system of claim 17, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

21. (original) The system of claim 17, wherein the interface further comprises a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics.

22. (original) The system of claim 17, wherein the media object creator generates a media object for storage on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, Flash memory, magnetic storage medium, optical storage medium, random access memory, and read only memory.

23. (original) The system of claim 17, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

24. (original) The system of claim 17, wherein the media object includes content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program,

motion picture program, video program, live program, educational program, audio program, polling question, non-commercial program, and a pre-recorded program.

25. (original) The system of claim 17, wherein the media object includes advertising related content.

26. (currently amended) A system for transmitting at least two media objects, each media object containing content targeted to at least one user profile, wherein a system receiving the at least two media objects selects a media object for presentation to a user based upon an association of the user with one of the user profiles, comprising:

an input port for receiving at least two media objects for incorporation within a programming signal, wherein each media object contains content targeted to a unique user profile and the media objects conform to a standardized protocol for representing units of aural, visual, or audio content; and

a transmitting system, connected to the input port, which transmits a programming signal containing each media object received at the input port;

whereupon receipt of the programming signal by a receiving system, the receiving system identifies the user profile to which each media object received in the programming signal is targeted, determines a user profile associated with a user, selects a media object containing content targeted to the user profile associated with the user, and outputs the selected media object to a presentation system for presentation to the user, and wherein the targeted media object is part of a program composition comprising multiple media objects presented simultaneously and the targeted media object is targeted separately from at least one other media object in the composition.

27. (original) The system of claim 26, wherein a first media object contains content targeted to a first user profile, and a second media object contains content targeted to a second user profile.

28. (original) The system of claim 26, wherein a first media object and a second media object both contain content targeted to a first user profile.

29. (original) The system of claim 26, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information,

user viewing habits, purchase behavior, statistical information, selection of a media object by a user during a programming signal, and regional information.

30. (original) The system of claim 26, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined to natural and synthetic, and computer generated content.

31. (original) The system of claim 26, wherein the programming signal is transmitted by the transmitting system to the receiving system via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

32. (original) The system of claim 26, wherein the input port receives at least one of the media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

33. (original) The system of claim 26, wherein at least one of the media objects contain content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, educational program, video program, live program, audio program, polling question, non-commercial program, and a pre-recorded program.

34. (original) The system of claim 26, wherein at least one of the media objects contain advertising related content.

35-51. (cancelled)

52. (currently amended) A method for transmitting a media object containing content targeted to a user profile comprising:

obtaining a media object containing content targeted to a user profile, the media object conforming to a standardized protocol for representing units of aural, visual, or audio content;

identifying the user profile targeted by the media object;

identifying at least one user associated with the user profile; and

transmitting the media object in a programming signal to the at least one user associated
with the user profile;

whereupon receipt of the programming signal, the media object is presented to the user
associated with the user profile <u>as part of a program composition comprising multiple media
objects presented simultaneously and the targeted media object is targeted separately from at
least one other media object in the composition</u>.

53. (original) The method of claim 52, wherein the media object further comprises
content in a form selected from the group consisting of: a video signal, an audio signal, a
combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video
stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural
data, synthetic data, combined natural and synthetic data, and computer generated data.

54. (original) The method of claim 52, wherein the media object obtained is in a format
selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion
JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

55. (original) The method of claim 52, wherein the media object is transmitted to the
user in a programming signal transmitted via a transmission medium selected from the group
consisting of: the broadcast, a wireless, satellite, cable, and fiber optics.

56. (original) The method of claim 52, wherein the media object contains content which
relates to at least one program type selected from the group consisting of: news program, sports
program, entertainment program, music video, game show program, motion picture program,
video program, live program, audio program, non-commercial program, a polling question, and a
pre-recorded program.

57. (original) The method of claim 52, wherein the media object contains advertising
related content.

58. (original) The method of claim 52, wherein the method further comprises:
establishing a chat interface between a user and a system transmitting the media object, wherein
the chat interface utilizes at least one media object to facilitate communications.

59. (original) The method of claim 52, wherein the method further comprises: establishing an electronic mail interface between a user and at a system transmitting the media object, wherein the electronic mail interface utilizes at least one media object to facilitate communications.

60. (original) The method of claim 52, wherein the method further comprises establishing an instant messaging interface with a user receiving a media object.

61. (original) The method of claim 52, wherein the step of identifying a user profile targeted by the media object further comprises:

obtaining user information; and

compiling the user information into the user profile.

62. (original) The method of claim 61, wherein the user information is obtained from at least one source selected from the group consisting of: responses to a survey, demographic information, regional information, user viewing habits, user purchase behavior, statistical information, and user selections of media objects during a programming signal.

63. (original) The method of claim 52, wherein the step of identifying at least one user associated with the user profile is accomplished by a receiving system.

64. (original) The method of claim 52, wherein the method further comprises storing the media object in a data storage device and retrieving the media object from the data storage device at a designated time for transmitting the media object in the programming signal to the user.

65. (original) The method of claim 52, wherein the data storage device is at least one selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

66. (currently amended) A method for generating a media object containing content targeted to a user profile, wherein the media object is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

generating a media object containing content targeted to a user profile, ~~wherein the media object conforms to a standardized protocol for representing units of aural, visual, or audio content~~; and

outputting the media object to a transmitting system, wherein the transmitting system transmits the media object in a programming signal to a user associated with the user profile;

wherein the transmitting system identifies the user profile targeted by the media object, identifies at least one user associated with the user profile, and transmits the media object in a programming signal to the user, and wherein the targeted media object is part of a program composition comprising multiple media objects presented simultaneously and the targeted media object is targeted separately from at least one other media object in the composition.

67. (original) The method of claim 66, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, user purchase behavior, statistical information, a compilation of viewing habits of at least two users, and regional information.

68. (original) The method of claim 66, wherein the method further comprises the step of obtaining the user profile from a user profiling system provided by an online service provider accessible via a network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

69. (original) The method of claim 66, wherein the method further comprises obtaining the user profile from a user profiling system in communication with a system selected from the group consisting of: the transmitting system, and a system for receiving the programming signal transmitted by the transmitting system.

70. (original) The method of claim 67, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video

stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

71. (original) The method of claim 67, wherein the method, prior to transmitting the media object, further comprises storing the media object on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

72. (original) The method of claim 67, wherein the method further comprises:

generating a first media object associated with a first user profile and a second media object associated with a second user profile; and

outputting at least one of the first media object and the second media object to the transmitting system based upon an identification of the user;

wherein both the first media object and the second media object are outputted when a system generating the media objects receives no identification of the user, and the first media object is outputted when the user is identified as associated with a first user profile, and the second media object is outputted when the user is identified as associated with the second user profile.

73. (currently amended) A computer readable medium containing instructions for transmitting a media object containing content targeted to a user profile, by:

receiving media object containing content targeted to a user profile from a media object creator, ~~wherein the media object conforms to a standardized protocol for representing units of aural, visual, or audio content~~;

identifying at least one user profile for receiving the media object; and

transmitting the media object in programming signal to a user associated with the user profile, and wherein the targeted media object is part of a program composition comprising multiple media objects presented simultaneously and the targeted media object is targeted separately from at least one other media object in the composition.

74. (original) The computer readable medium as described in claim 73, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

75. (original) The computer readable medium as described in claim 73, wherein the programming signal is transmitted utilizing a system selected from the group consisting of: a wireless transmission system, a wire based transmission system, a stand-alone system, and a network system.

76. (original) The computer readable medium as described in claim 73, wherein the media object relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, a polling question, and a pre-recorded program.

77. (original) The computer readable medium as described in claim 73, wherein the media object relates to an advertisement.

78. (original) The computer readable medium as described in claim 73, wherein the instructions further provide for receiving and transmitting a first media object and a second media object, wherein each media object is associated with a user profile, by:

receiving a first media object associated with a first user profile and a second media object associated with a second user profile; and

transmitting the first and second media objects in the programming signal;

wherein a receiving system selects one of the first and the second media objects for presentation to a user based upon an association of the user with one of the first user and the second user profile.

79-194. (cancelled)

195. (previously presented) The system of claim 1, wherein the media object is transmitted in MPEG-4 format.

196. (previously presented) The system of claim 17, wherein the media object is transmitted in MPEG-4 format.

197. (previously presented) The system of claim 26, wherein the media object is transmitted in MPEG-4 format.

198. (previously presented) The method of claim 52, wherein the media object obtained is in MPEG-4 format.

199. (previously presented) The method of claim 66, wherein the media object is transmitted in MPEG-4 format.

200. (previously presented) The computer readable medium as described in claim 73, wherein the media object is transmitted in MPEG-4 format.